

**TITLE 16. BUREAU OF AUTOMOTIVE REPAIR
PROPOSED REGULATIONS**

AUTOMOTIVE REPAIR DEALER ADVERTISING

Legend: Deleted text is indicated by ~~strikethrough~~.
Added text is indicated by underlining.

- (1) Amend Section 3371 of Article 9, Chapter 1, Division 33, Title 16, California Code or Regulations to read as follows:

§ 3371. Untrue or Misleading Statements or Advertising.

No dealer shall publish, utter, or make or cause to be published, uttered, or made any false or misleading statement or advertisement which is known to be false or misleading, or which by the exercise of reasonable care should be known to be false or misleading. Advertisements and advertising signs shall clearly show the following:

(a) Firm Name and Address. The dealer's firm name and address as they appear on the State registration certificate as an automotive repair dealer; and

(b) Telephone Number. If a telephone number appears in an advertisement or on an advertising sign, this number shall be the same number as that listed for the dealer's firm name and address in the telephone directory, or in the telephone company records if such number is assigned to the dealer subsequent to the publication of such telephone directory; and

(c) Registration Number. The dealer's registration number, as it appears on the State registration certificate as an automotive repair dealer, must be conspicuously displayed in any internet-based advertisement and on the exterior of any vehicle used in providing repair services on behalf of a repair dealer at locations other than those reported to the Bureau pursuant to section 3303.3. The dealer's registration number on the vehicle must be in a print type of at least 72-point font or three-quarters of an inch in height and width, and in a color that contrasts with the background color such that the registration number is clearly visible.

Note: Authority cited: Sections 137, 9882, and 9884.19, Business and Professions Code.
Reference: Sections 137, 9884.19, and 17500, Business and Professions Code.